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Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

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Sheet 1 of 17

Complete if Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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Examiner
Signature

/Jeffrey Carlson/

Date

Considered

03/01/2010

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Sheet 2 of 17

Complete if Known

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Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

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Examiner Signature	/Jeffrey Carlson/	Date Considered	03/01/2010
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Sheet 3

of 17

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Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

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Sheet 4 of 17

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Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

FOREIGN PATENT DOCUMENTS

Examiner Initials ¹	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ₆
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First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

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OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
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	CNET Press Release titled "About CNET; (http://www.canada.cnet.com/aboutcnet/0-13613-7-808022.html;	printed on 3/9/01)	

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	ADMedium Newsletter linked from Bounty Quest Website; (http://uts.cc.utexas.edu/texas/nl9_2_95.html; printed on 4/4/01)	
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	Blankenhorn, Dana; "Sites experiment with advertising to offer free service," Advertising Age's Business Marketing, v82, p29, July 1997.	
	Lockard, Meredith; "Advertising done your way," Target Marketing, v20, n10, p40, ISSN: 0889-5333, October 1997.	
	"Ericsson Introduces New Intelligent Network-Based Internet Advertiser At Internet World '98," Business Wire, p0240, 07 October 1998.	
	Chat Transcript; Topic: Ad Measurement and Management; Oct. 15, 1998; (http://www.zeff.com/learn/zdu/advertising/zinman.html; printed on 2/7/00)	
	CNET Press Release titled "CNET Online Signs Up More Than a Quarter of a Million Members Through Voluntary Registration after Only Five Months"; (http://home.cnet.com/aboutcnet/0-13613- 7-808021.html; printed on 11/25/99)	
	Hypertext Markup Language - 2.0; November 1995 (Draft HTML 2.0 Specification; September 22, 1995)	
	Webster's Third New International Dictionary of the English Language Unabridged, 1957, page 2171 "some"	

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/Jeffrey Carlson/

Date

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03/01/2010

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

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of

17

Complete If Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

		Microsoft Press Computer Dictionary Third Edition, 1997, p. 387 "proxy server"	
		Bill Harvey, The Expanded ARF Model: Bridge to the Accountable Advertising Future, Journal of Advertising Research, March/April 1997, pp. 11-20	
		Céspedes & Smith, Database Marketing: New Rules for Policy and Practice, Sloan Management Review, Summer, 1993, pp. 7-22	
		Preston Gralla, How the Internet Works, August 1999, Millennium Edition, 202-204 and 243-247	

Examiner Signature	/Jeffrey Carlson/	Date Considered	03/01/2010
-----------------------	-------------------	--------------------	------------

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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**INFORMATION DISCLOSURE
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Sheet 9 of 17

Complete if Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		LinkMarket Business Plan; David Zinman et al.; SD005545-SD005569	
		LinkMarket; David Zinman et al.; SD005573-SD005574	
		"ONLINE MARKETING..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585	
		David Zinman; http://www.localink.com/dzinman/bio.html ; SD005586	
		"Seeing A Gap..."; Ellis Booker; http://www.internetworld.com/print/1996/02/01/industry/ad-server.html ; February, 1996; SD005587	
		"readme. 1!"; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589	
		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590	
		"MEDIA DAILY SPECIAL..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594	
		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598	
		"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601	
		"Working the Web..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604	
		"Web ad-management software..."; John Evan Froom; InternetWeek; March 18, 1996; SD005605-SD005607	
		"Unraveling a tangled Web..."; Ken Siegmann; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610	

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Signature

/Jeffrey Carlson/

Date
Considered

03/01/2010

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Sheet 10 of 17

Complete if Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

	"Web Site Links..."; Electronic Marketplace Report, No. 16, Vol. 9, August 22, 1995; SD005611-SD005613	
	"INTERACTIVE MEDIA & MARKETING..."; Advertising Age, December 11, 1995; SD005614-SD005615	
	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617	
	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005618-SD005619	
	"INTERACTIVE; FOCALINK AND DOUBLECLICK..."; Kim Cleland; Advertising Age, Pg. 30; February 5, 1996; SD005620-SD005621	
	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005622-SD005623	
	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625	
	Web Personals Report; October 12, 1995; Z00001-Z00009 / SD027072-SD027080	
	FocaLink Technology; August 30, 1995; Z00010-Z00011 / SD027081-SD027082	
	Web Personals stats; August 22, 1995; Z00012-Z00013 / SD027083-SD027084	
	For Immediate Release; Hyperlink Advertising Explodes on the World Wide Web; http://link.w3.com; Z00014 / SD027085	
	Interactive Age; The Newspaper for Electronic Commerce; Z00015-Z00019 / SD027086-SD027090	
	Link Marketing, LLP; Z00020-Z00021 / SD027091-SD027092	
	Link Marketing; Z00022-Z00027 / SD027093-SD027098	
	LinkMarket; David Zinman et al.; Z00028-Z00030 / SD027099-SD027101	
	LinkMarket; David Zinman et al.; Z00031-Z00032 / SD027102-SD027103	
	LinkMarket; David Zinman et al.; Z00033-Z00056 / SD027104-SD027127	

Examiner Signature	/Jeffrey Carlson/	Date Considered	03/01/2010
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Sheet 11 of 17

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Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

	FocalLink Media Services, Inc.; David Zinman et al.; August 2, 1995; Z00057-Z00070 / SD027128-SD027141	
	Saturn Banner Ad Placement; August 25, 1995; Z00071 / SD027142	
	SPONSORABLE SITE - RIDDLE DU JOUR; August 26, 1995; Z00072-Z00074 / SD027143-SD027145	
	Saturn Banner Ad Placement; August 27, 1995; Z00075 / SD027146	
	FocalLink Technology; August 30, 1995; Z00076-Z00077 / SD027147-SD027148	
	Question for you; September 7, 1995; Z00078-Z00079 / SD027149-SD027150	
	Information Request; September 12, 1995; Z00080 / SD027151	
	Update and Miscellaneous; September 22, 1995; Z00081-Z00083 / SD027152-SD027154	
	FocalLink: request for ISN ad traffic data (fwd); September 26, 1995; Z00084-Z00085 / SD027155-SD027156	
	Saturn Ad Placements; September 28, 1995; David Zinman; Z00086 / SD027157	
	RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087 / SD027158	
	RE: Advertising Update; October 3, 1995; Eric Ver Ploeg; Z00088-Z00089 / SD027159-SD027160	
	RE>> Saturn Ad Placements; September 29, 1995; wigley@utne.com; Z00090 / SD027161	
	Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092 / SD027162-SD027163	
	Re: Rest Parameters; October 23, 1995; Jason Strober; Z00093-Z00094 / SD027164-SD027165	
	Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096 / SD027166-SD027167	
	Advertising advisory board; October 25, 1995; David Zinman; Z00097-Z00099 / SD027168-SD027170	

Examiner Signature	/Jeffrey Carlson/	Date Considered	03/01/2010
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Sheet 12 of 17

Complete if Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

	Contact at Netcom; October 26, 1995; David Zinman; Z00100 / SD027171	
	CMP Technical Contact; October 30, 1995; Jason Strober; Z00104 / SD027172	
	from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106 / SD027173-SD027174	
	We need to get on this; October 31, 1995; David Zinman; Z00107 / SD027175	
	Web site pricing draft; November 7, 1995; Jason Strober; Z00108 / SD027176	
	Heads up...(fwd); November 8, 1995; David Zinman; Z00109-Z00110 / SD027177-SD027178	
	Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114 / SD027179-SD027182	
	FocaLink white paper; November 13, 1995; Jason Strober; Z00115-Z00116 / SD027183-SD027184	
	FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119 / SD027185-SD027187	
	I/Traffic & Dave Carlick; November 14, 1995; David Zinman; Z00120 / SD027188	
	FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123 / SD027189-SD027191	
	Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125 / SD027192-SD027193	
	Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126 / SD027194	
	Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196	
	Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130 / SD027197-SD027198	
	Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140 / SD027199-SD027205	
	November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146 / SD027206-SD027211	

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/Jeffrey Carlson/

Date

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 13 of 17

Complete If Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

	FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147 / SD027212	
	FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148 / SD027213	
	FocaLink Media Services; December 6, 1995; David Zinman; Z00149 / SD027214	
	FocaLink for the Layman; December 6, 1995; David Zinman; Z00150 / SD027215	
	Microtargeting; December 7, 1995; David Zinman; Z00151 / SD027216	
	Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154 / SD027217-SD027219	
	FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156 / SD027220-SD027221	
	Catch-up time; December 11, 1995; David Zinman; Z00157 / SD027222	
	Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00180 / SD027223-SD027225	
	Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161 / SD027226	
	Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162 / SD027227	
	FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163 / SD027228	
	I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164 / SD027229	
	Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165 / SD027230	
	FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166 / SD027231	
	Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232	
	Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233	

Examiner Signature	/Jeffrey Carlson/	Date Considered	03/01/2010
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**INFORMATION DISCLOSURE
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Sheet 14 of 17

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Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

	Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234	
	Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236	
	RE> **Ad Placement Notific; January 19, 1996; Dan Stoller@anlsf.com; Z00172-Z00173 / SD027237-SD027238	
	Invitation; January 25, 1996; wilkins@elt.com; Z00174 / SD027239	
	Focalink; January 25, 1996; David Zinman; Z00175 / SD027240	
	SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241	
	RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242	
	Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247	
	Poppe Tysor/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD027248	
	fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250	
	Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253	
	Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254	
	Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257	
	Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260	
	Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263	
	[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199 / SD027264	
	Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267	

Examiner
Signature

/Jeffrey Carlson/

Date
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03/01/2010

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 15 of 17

Complete If Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

	Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268	
	Urgent - Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269	
	Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270	
	ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271	
	URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273	
	HeadsUp 02-09-96 (20 stories)<CD58M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277	
	Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278	
	Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279	
	Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280	
	Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281	
	Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283	
	Cookies; March 6, 1996; David Zinman; Z00219 / SD027284	
	Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287	
	Answer to your request; April 8, 1996; Z00223 / SD027288	
	Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290	
	Oracle and Intel; April 12, 1996; Z00226 / SD027291	
	Doubledick; April 16, 1996; Z00227 / SD027292	

Examiner Signature	/Jeffrey Carlson/	Date Considered	03/01/2010
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Sheet 16 of 17

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Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

		Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293	
		Fact check; May 12, 1996; Z00229 / SD027294	
		IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296	
		Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307	
		Fact check; May 20, 1996; Z00243 / SD027308	
		Cookie FAQ; May 21, 1996; Z00244 / SD027309	
		Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311	
		Network World Fusion; May 22, 1996; Z00247 / SD027312	
		Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314	
		Cookies & privacy ? / German Press; July 15, 1996; Z00250 / SD027315	
		Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316	
		DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318	
		Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321	
		SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322	
		Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324	
		NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328	
		"FOCALINK"; DC004278A	

Examiner
Signature

/Jeffrey Carlson/

Date
Considered

03/01/2010

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

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		"FocalLink Services"; FocalLink Media Services, Inc.; DC004278B-DC004278C	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX	
		"Link Marketing"; handwritten page; MA0001	
		"Link Marketing"; LinkMarket; MA0002-MA0007	
		"LinkMarket"; David Zinman et al.; MA0008-MA0027	
		"Link Marketing, LLP"; MA0028-MA0029	
		"Link Marketing LLP"; MA0030-MA0038	
		"Escapes"; Web page; MA0039-MA0040	
		"Industry Overview"; FocalLink Media Services, Inc.; MA0041-MA0053	
		"Executive Summary"; Focalink Communications Confidential; printed 7/30/97; MA0054-MA0109	
		"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149	

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Signature

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